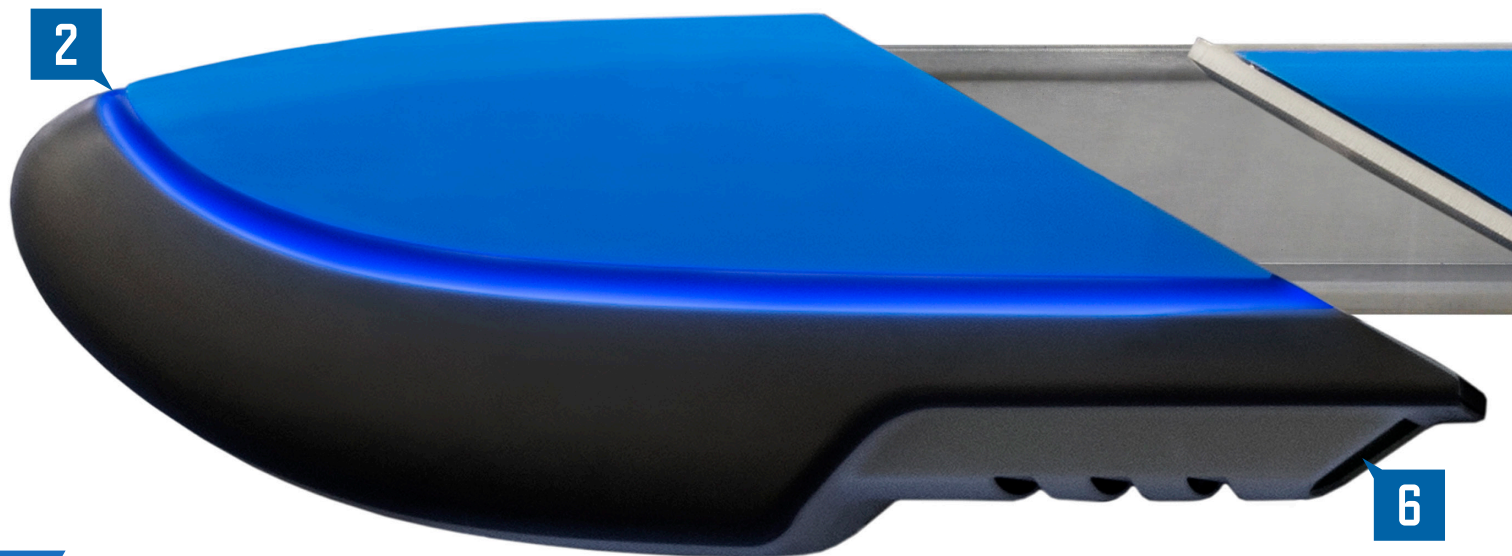




# GENESIS™ AND PILOT™ RETRIEVERS



# GENESIS™

## LOW MAINTENANCE, ENGAGING DESIGN

Genesis was designed for low cost of ownership. To this extent, common wear items were strengthened or designed out and other features that extend the life of the system have been added.

### 1 TABLET CONTROL

- Commercial grade devices
- Easy-to-use controls
- Modern, reactive design

### 2 COLOR ADJUSTABLE SMART ACCENT LIGHTING

- Adjustable light color
- Notifies when customer needs help
- Alerts when carrier is shot

### 3 3/8" AR500 STEEL DEFLECTOR PLATE

- High quality armor steel
- Prevents damage from pistol and rifle rounds

### 4 PLUG AND PLAY UPGRADES

- Color adjustable smart lighting
- Booth sight lighting
- Target camera
- Speed and acceleration performance upgrade



## 5 PATENT PENDING STRIKE WATCH™

- Reports shots on the carrier
- Can automatically end shooter's session
- Protects range investment

## 6 BOOTH AND TARGET INTEGRATED LIGHTING

- Fully dimmable
- Enhanced target visibility
- Strobe and police lighting

## 7 FASTER, MORE ACCURATE MOVEMENT

- Speeds up to 15 feet per second
- Powerful direct drive motors
- Patent pending positioning technology

## 8 BUILT IN TARGET CAMERA

- Real time target visibility
- Displayed on control screen
- Enhanced shot recognition

## 9 100% WIRELESS FUNCTIONALITY

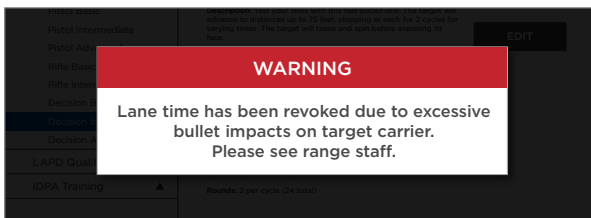
- No need for cables or downrange bus bars
- Connects to SmartRange™ Axis
- Auto home and charge functions

## 10 EASY TO USE, HIDDEN TARGET CLAMP

- No exposed parts
- 360° turning
- Easy one hand operation

# A NEW ERA FOR RANGE TECHNOLOGY

Smart, Connected and Engaging, Genesis™ enables ranges to manage and engage shooters, maintain their investment and streamline its operations like never before.



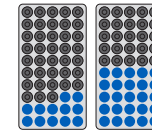
Strike Watch™ Alert on Local Control Screen

## PROTECTING YOUR INVESTMENT STRIKE WATCH™ TECHNOLOGY

Genesis incorporates advanced technology and design to automatically protect your range equipment.

- **Errant Shot Detection:** A Patent Pending technology that detects when the carrier is shot and automatically takes steps to protect the retriever. Upon detecting a shot on the carrier, the target automatically edges and warns the shooter of the errant shots.
- **Customizable Protection Protocol:** After subsequent shots on the carrier the shooter's session is automatically terminated and the target returns home. This technology minimizes the damage untrained or malicious shooters can inflict on range equipment.
- **Staff Notification:** Strike Watch also integrates with the Smart Accent Lighting to visually cue range staff that equipment is being shot.
- **Smarrange Axis Notification:** After session termination due to carrier strikes, the range staff is notified on the SmartRange Axis control screen. The range staff can decide whether they reinstate or revoke lane time.

## PROMOTES MORE SHOOTING\*



**23%**  
INCREASE IN  
AMMO USAGE



**9 OUT OF 10**  
WILL TRAVEL  
FARTHER



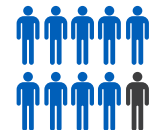
**8 OUT OF 10**  
WILL  
PAY MORE



**9 OUT OF 10**  
WILL STAY AT  
RANGE LONGER



**6 OUT OF 10**  
WILL VISIT  
RANGE MORE

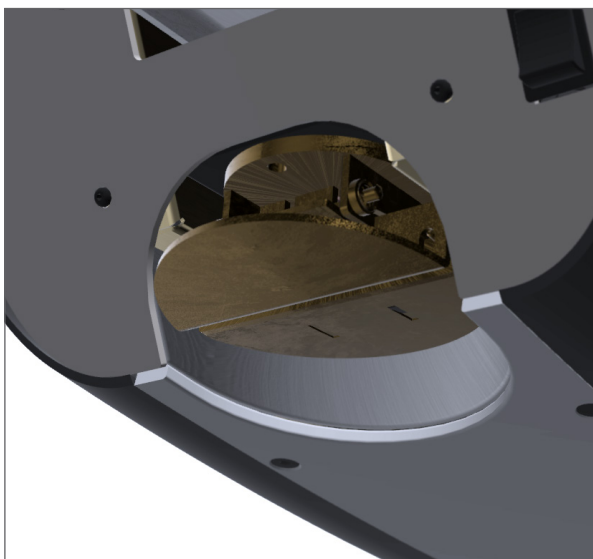


**9 OUT OF 10**  
WILL BRING  
A FRIEND

\*Based on users' experience compared to traditional range equipment.

## ENGAGING SHOOTERS

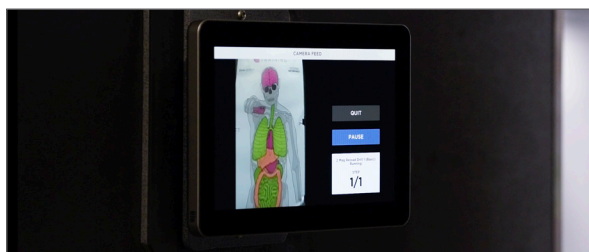
- **Addicting Scenarios:** The Genesis features preloaded games and training drills developed by leading firearms trainers.
- **Proficiency-Based:** Beginner, intermediate, advanced and pro levels challenge any shooter.
- **Skill-Based:** Self-guided trainings include self-defense, essential skill building, and firearm control programs.
- **Integrated Targets:** Specific targets are integrated into games and trainings for an unparalleled experience.
- **User-Created Programs:** An easy setup tool allows users to create dynamic multi-step programs on the fly.
- **Dynamic Target:** An integrated 360 degree turning clamp physically exposes and conceals the target for specific amounts of time. This enables shooters of any level to be challenged with limited time and predictability.
- **Real-World Lighting:** Integrated red, blue, and white strobes illuminate the target and shooter to provide realistic law-enforcement training.



Hidden Clamp



Integrated Camera



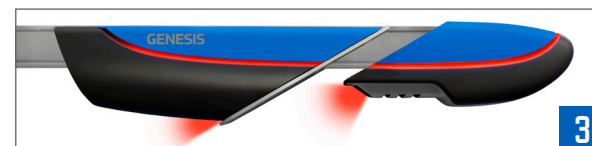
Camera Feed to Local Control



Assistance Lighting



Color Adjustable Accent Lighting



Strike Watch Alert

## EASY TO USE, HIDDEN TARGET CLAMP

- **No Exposed Parts:** The clamp is recessed to prevent bullet impacts. This reduces wear and range maintenance.
- **360° Turning:** Dynamic target behavior including spinning, teasing, and random edging.
- **One Hand Operation:** The clamp releases easily with the press of one hand, and automatically closes when a new backer is inserted.
- **Specially Designed Backer:** Economic 2-part backer eliminates the need for metal downrigger and enhances a shooter's experience.

## CONNECTED

Genesis is connected to the Action Target Cloud Network through SmartRange Axis. This allows Action Target to remotely push content updates, troubleshoot on the fly and provide expedited customer support.

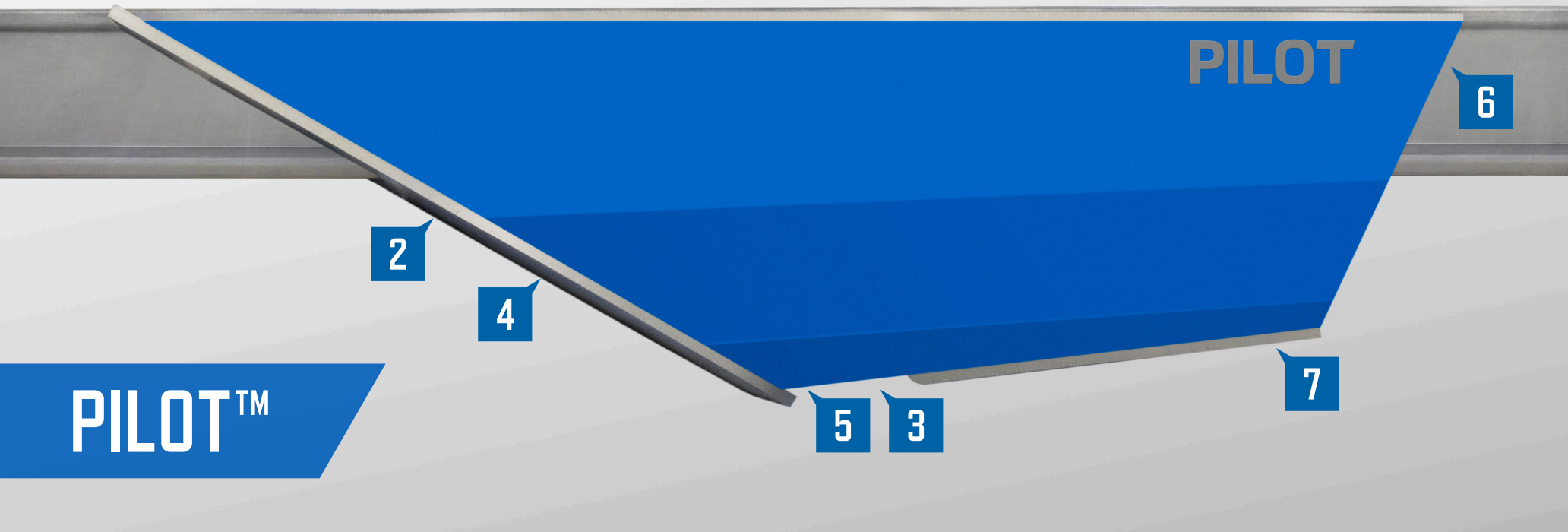
## STREAMLINING TECHNOLOGY

The Genesis greatly improves ease of use for shooters to keep them shooting more and waiting on equipment less.

- **Integrated Camera:** Displays target on local control screen. Shooters see in real-time where they are shooting instead of bringing the carrier back home.
- **15 FPS Travel Speed:** Carriers can move at speeds of up to 15 fps with the optional performance package, reducing wait times.
- **Easy-to-Use Interface:** The Genesis Interface was specifically designed for intuitive navigation. In addition, an intro tutorial video plays each time a session starts promoting system awareness.

## SMART ACCENT LIGHTING

Color-adjustable, the Genesis allows ranges to incorporate color throughout their range (1). Beyond enhancing the range atmosphere, the Genesis' accent lights are smart- in that they alert range staff visually when a shooter needs assistance, by strobing lights blue (2) or when a carrier is shot, by strobing lights red (3). This enables range staff to be extremely more efficient on busy range days.



### 1 TABLET CONTROL

- Commercial-grade devices
- Easy-to-use controls
- Modern, reactive design

### 2 3/8" AR500 STEEL DEFLECTOR PLATE

- Highest quality armor steel
- Pistol and rifle rated

### 3 BUILT IN TARGET CAMERA

- Real time target visibility
- Displayed on control screen
- Enhanced shot recognition

### 4 PATENT PENDING STRIKE WATCH™

- Reports shots on the carrier
- Can automatically end shooter's session
- Protects range investment

### 5 TARGET INTEGRATED LIGHTING

- Fully dimmable
- Enhanced target visibility
- Strobe and police lighting

### 6 100% WIRELESS FUNCTIONALITY

- No need for cables or downrange bus-bars
- Connects to SmartRange™ Axis
- Auto home and charge functions

### 7 EASY TO USE, HIDDEN TARGET CLAMP

- Non turning
- One hand operation
- No exposed parts to get shot

# SIMPLE, SMART, WIRELESS

The Pilot™ satisfies the need for a robust wireless retriever with simple out and back functionality. The integrated camera and target lighting create an enhanced shooter's experience.

## PROTECTING YOUR INVESTMENT STRIKE WATCH™ TECHNOLOGY

Pilot incorporates advanced technology and design to auto-protect your range equipment.

- **Strike Watch Technology:** A patent-pending technology that detects when the carrier is shot and automatically takes steps to protect the retriever. Upon detecting a shot on the Pilot carrier, the shooter is warned. After subsequent shots on the carrier the shooter's session is automatically terminated and the target returns home. This technology minimizes the damage untrained or malicious shooters can inflict on range equipment.

## LOW MAINTENANCE DESIGN

A key design element for Pilot was low-cost of ownership. To this extent, common wear items were strengthened or designed out.

- **Hidden Clamp:** No exposed down-rigger, reducing wear and maintenance.
- **Wireless:** No exposed cables and bus-bars which lead to disabled lanes and lost revenue.
- **3/8" AR500 Front Armor:** Prevents rifle and pistol rounds from equipment damage.

## STREAMLINING TECHNOLOGY



The Pilot greatly improves ease of use for shooters to keep them shooting more and waiting on equipment less.

- **Integrated Camera:** Shooters see in real-time where they are shooting instead of bringing the carrier back home.
- **Easy-to-Use Interface:** The Pilot interface was specifically designed for intuitive out and back navigation.

## CONNECTED

Pilot is connected to the Action Target Cloud Network through Smart-Range™ Axis. This allows Action Target to remotely push content updates, troubleshoot on the fly and provide expedited customer support.

# TARGET RETRIEVER FEATURE COMPARISON

		 GENESIS™	 PILOT™
GENERAL FUNCTION	Maximum Length	100 meters	100 meters
	Maximum Speed*	7-15 fps**	7-12 fps
	Wireless	▪	▪
TARGET TURNING	360° Turning	▪	
	Random Edging	▪	
	Spin	▪	
	Tease	▪	
CARRIER LIGHTING	Dimmable White	▪	▪
	Muzzle Flash	▪	▪
	Strobe	▪	▪
STALL LIGHTING	Dimmable White	○	
	Night Vision Red	○	
	Strobe	○	
USER INTERFACE	Touch Screen	▪	▪
	Pro-Series Programs	▪	
SYSTEM FEATURES	Smart Accent Lighting	○	
	Camera	○	○
	Premium Housing	▪	
	Strikewatch	▪	▪
	Performance Upgrade	○	
	Hidden Clamp	▪	▪
CAPABILITIES OF OPTIONAL SMARTRANGE AXIS CONTROL SYSTEM	Per Lane Timing	▪	▪
	Custom Courses of Fire	▪	
	Time Drills	▪	
	Lane Light Control	▪	▪

▪ Standard Feature    ○ Optional Feature  
 \*Maximum speeds exclude ramp up and ramp down times.  
 \*\*Genesis Standard 7-12 fps. A performance upgrade provides increased speeds of up to 8-15 fps and higher acceleration.

## TAKE CONTROL OF YOUR RANGE WITH SMARTRANGE AXIS™

SmartRange Axis™ is a powerful range management solution for lane time and full target retriever control.

### LANE MANAGEMENT

SmartRange Axis' Lane Management is second to none, offering the ability to enter shooter's names, assign them unique permissions and designating lane time limits. This is available at the front counter or conveniently accessed from the RSO's tablet.

- **User Profiles:** User profiles are created by ranges and assigned to shooters at time of check-in. Each user profile carries specific permissions to accessible programs, view/edit permissions, lighting controls and equipment features. This allows ranges to tailor each session based on specific criteria such as membership status, etc.
- **Lane Time:** Assign a specific amount of time to a shooter. Once they are in their lane and start their session, the lane time starts counting. After their session ends, their carrier automatically returns home. Need more time? SmartRange Axis' Lane Management Tool allows range staff to easily add more time to a lane.

### RETRIEVER CONTROL

Take control of one or multiple lanes with SmartRange Axis' Retriever Control. This allows Trainers and Staff personnel to manually control or run programs and time drills in sync across multiple lanes.

- **Program Creation:** Build dynamic programs and organize them in custom folders.

### ACTION TARGET CONNECTED

SmartRange Axis runs off a range server that is deployed at each range. This server connects with Action Target allowing remote troubleshooting, remote system and content updates, and system analytics for improved and streamlined business processes. As the building block for the future, SmartRange Axis will continue to grow and become a central element for all range operations.



# SMARTRANGE AXIS™



**BETTER EQUIPPED. BETTER PREPARED.™**

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